

## **9. Urban Design**



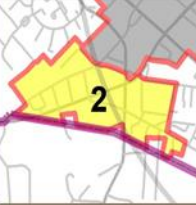
## South Washington Street Corridor Planning Opportunity Area 2

### Overview

Urban design within the South Washington Street Corridor Planning Opportunity Area (POA) should present a unique atmosphere that encourages pedestrian activity and explores the rich artistic and cultural background of the area. The most intense design improvements may come from redevelopment projects, such as the forthcoming Reserve at Tinner Hill by Lincoln Properties and the prior Pearson Square projects. Though, smaller improvements by both the City and private landowners can help in the interim.

General considerations for urban design initiatives are as follows:

- Streetscape elements should be provided and enhanced throughout the South Washington Street Corridor POA, should be relatively simple and low cost, and should take advantage of the rich culture and artistic qualities of the area and the City. The streetscape elements provided as part of the Pearson Square project may provide a useful template for the rest of the area.
- A template of general guidelines for streetscape design throughout the area should be established.
- Wayfinding signage and streetscape elements should be well placed, unique, intuitive, and provide a cohesive sense of place.
- Both active and passive public spaces should be strategically located to reduce the impact of higher density, allow outdoor retail uses, and to provide space for local events.
- The gateways to the area from Fairfax County and other parts of the City should feature building designs, public space, and streetscape elements that reflect the uniqueness of the area and create a sense of entering a new place.
- Building designs should be compatible with adjacent residential or historic properties and should integrate materials and designs that reflect the artistic and cultural importance of the area.
- Interim design improvements to streetscape and aging structures will be an important element in improving the quality of the area prior to redevelopment.
- Conceptual illustrations at the end of this chapter are provided for reference purposes only, and are based on many of the concepts discussed in this chapter and elsewhere. They are meant to provide a starting point for discussion in determining the future design of the area.



## Streetscape

The streetscape in the South Washington Street Corridor POA should reflect the unique cultural elements of the area and promote historic areas. However, these elements should also remain simple enough that maintenance costs do not create an undue burden on the City.

Streetscapes in the South Washington Street Corridor POA should generally include sidewalks wide enough to accommodate outside uses by commercial establishments, an adequate area for pedestrians to walk, street furniture, and street plantings. All streetscape elements should be compatible with the City Design Guidelines. It is recommended that in areas of high pedestrian traffic sidewalks should be up to 20 feet wide and should include space for active ground-level uses, such as outdoor dining. The exact amount of sidewalk space for specific areas will be established during the redevelopment submission and approval process.

The streetscape at the Pearson Square and Tax Analysts buildings may be used as a template for streetscape throughout the South Washington Street Corridor POA. For an example of desired streetscape section see the last page of this chapter. The general streetscape components of this area are as follows:

- Sidewalks are generally 20 feet wide.
- Trees, at the center point of planters, are located approximately every 30 feet.
- Decorative streetlights are located approximately every 60 feet.
- Benches and trash bins are located at the corners of intersections.
- Overhead utility lines have been undergrounded along the front of the buildings.
- On-street parking is provided in front of retail establishments along lightly travelled South Maple Avenue.
- Crosswalks are patterned and colored in a way that makes them easier to see and that match adjacent sidewalks.
- A public plaza is provided as the corner feature of the Tax Analysts building.

# South Washington Street Corridor

## Planning Opportunity Area 2

### South Washington Street

South Washington Street is the main transportation corridor through the South Washington Street Corridor POA and part of the City's major commercial corridor. Streetscape improvements should focus on creating an inviting pedestrian atmosphere with the inclusion of wide sidewalks and plantings that provide shade from the sun.

Interim improvements to South Washington Street could provide a catalyst for further redevelopment. There are currently many active and popular businesses along South Washington Street. Unfortunately, the streetscape is currently not conducive to pedestrian activity or outdoor uses. Specifically, interim streetscape improvements could take advantage of the large sidewalk width in front of shopping centers along the northern edge of the street to provide for pedestrian focused interim streetscape improvements such as preparation for outdoor dining opportunities, the provision of wayfinding signage, and sidewalk and façade improvements.

Due to the high automobile usage of South Washington Street, streetscape improvements to increase pedestrian awareness may be necessary. This can be in the form of increased vegetation or other screening strategies, warning signage, or special crosswalk treatments. On-street parking directly in front of ground-level retail establishments is not reasonable along this road at present.



(Above) The existing large sidewalk width in front of businesses along the northern edge of South Washington Street.

(Below) A rendering of possible streetscape and façade improvements along South Washington Street.





# South Washington Street Corridor Planning Opportunity Area 2



**South Washington Street**  
Interim  
Streetscape  
Improvements  
  
City of Falls Church



Legend	
0 75 150 225 300 Feet	
Ex. Tree	Prop. Transit Ctr.
Prop. Tree	Curb Cut
Bench	Crosswalk
Street Light	Sidewalk
Waste Bin	

Inventory	
Type	Amount
Sidewalk Paving (Area) (Inc. Curb Cuts)	41,559 sq ft
Crosswalk Paving (Area)	4,961 sq ft
Trees	109
Street Lights	69
Benches	16
Waste Bins	16

Methodology	
Streetscape improvements proposed for South Washington Street in this presentation are based on the existing streetscape along South Maple Avenue at Pearson Square and Tax Analysts.	
Sidewalks - Btwn structures and roadways	
Crosswalks - 10' wide or over exist crosswalk	
Trees - Every 30' except over curb cuts	
Street Lights - Every 60' except over curb cuts	
Benches - Corners of intersections	
Waste Bins - Corners of intersections	

An analysis of South Washington Street showing possible interim streetscape improvements.



# South Washington Street Corridor

## Planning Opportunity Area 2

### Tinner Hill Street

Tinner Hill Street is the cultural focus of the South Washington Street POA. The vision for Tinner Hill Street from South Washington Street to South Maple Avenue is that of a pedestrian oriented atmosphere lined with storefronts and sidewalk cafes. It will also be important to incorporate cultural elements into streetscape design which will include the Tinner Hill Arch, the Tinner Hill Historic Site, and elements related to the Tinner Hill Walking Tour. Additional cultural features could include pavement markings and information kiosks that provide educational opportunities and easy wayfinding for pedestrians. One potential idea to consider for pavement markings includes the use of pink granite inserts with information related to Tinner Hill and the walking tour placed along the sidewalk at important locations.

Tinner Hill Street could take on the form of a historic street. The street could include a curbless design that facilitates pedestrian movements and removable bollards at the intersections with South Maple Avenue and South Washington Street that would allow easy closure for special events. Unique paving and street art should also be considered for this street.

### South Maple Avenue

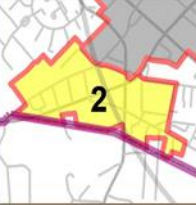
South Maple Avenue is an important secondary street in the South Washington Street POA. It runs



(Above) A European festival street with curbless design.

(Below) An example of pink granite pavers used in streetscape design.





parallel to South Washington Street, but has substantially less traffic. These conditions give it potential to serve as a bicycle and pedestrian corridor through the area. The lack of traffic and slower speeds also make it an optimal street for on-street parking. Visitors to the South Washington Street POA may turn down one of several side streets to enter into a more pedestrian friendly environment along South Maple Avenue in contrast to the much busier South Washington Street. Therefore, it is important to include traffic calming elements along South Maple Avenue with higher density redevelopment.

Combined with the surrounding uses, South Maple Avenue has the potential to be part of a specially designed area that would also include part of Tinner Hill Street. Special streetscape elements along South Maple Avenue between the intersection with South Washington Street and Tinner Hill Street, are proposed as part of The Reserve at Tinner Hill project. This would allow for the closure of on-street parking with removable bollards in order to hold community events. Streetscape elements in this area would allow heavy pedestrian activity and provide the infrastructure necessary to hold public events along the street, such as electrical outlets and compatible paving textures. Between Tinner Hill Street and the City Center POA, South Maple Avenue has the potential to become a primary pedestrian connection. An adjacent public park and cultural amenities that attract crowds for special events such as plays, movies, or artistic endeavors,



*(Above) A special street in the Village of Oak Park, Illinois that has removable bollards, granite pavers to mark on-street parking when open to vehicular traffic, and electrical connections for vendors during events.*

*(Below) An example of removable bollards.*





## South Washington Street Corridor Planning Opportunity Area 2

on the Virginia Village site would contrast to the general retail along South Washington Street. Entrances to public amenities in new structures as part of redevelopment efforts could be located along this path.

The current streetscape along South Maple Avenue at the Pearson Square and Tax Analysts buildings can set a precedent for streetscape elements throughout the South Washington Street Corridor POA. This includes twenty foot sidewalks with benches and street trees as well as a seven to eight foot on-street parking lane with sidewalk bulb-outs at intersections. A simple plaza feature with plantings and outdoor seating at the Tax Analysts building provides an example of public open space that can be incorporated into the streetscape in other areas.

### Annandale Road

The southern gateway from Fairfax County into the City of Falls Church and the South Washington Street POA is located along Annandale Road. Annandale road leads from Fairfax County into the City Center POA. It is important to provide a well-designed streetscape for this corridor that leads from the City border into the City's center. Streetscape improvements should include gateway elements at the entrance to the City, improved pedestrian and bicycle access, new welcome signage, and elimination of overhead lines.



(Above) The plaza and streetscape at the Pearson Square and Tax Analysts buildings can serve as a template for streetscape throughout the South Washington Street Corridor POA.

(Below) The existing gateway signage and environment along Annandale Road is severely lacking in functional or aesthetic qualities.







### Hillwood Avenue

Hillwood Avenue connects the South Washington Street POA and the Seven Corners area through residential neighborhoods along the southern edge of the City. The street is particularly wide, approximately 60 feet, and provides a westward vista toward the Pearson Square and Tax Analysts buildings through the center of the South Washington Street Corridor POA.

The width of Hillwood Avenue east of Annandale Road could be reduced to allow for wider sidewalks and other streetscape elements without eliminating on-street parking. The roadway could be reduced by approximately five to ten feet to allow for expanded sidewalks and streetscape while still retaining functionality.

The Intermodal Transit Plaza will be located at Hillwood Avenue's western terminus with South Washington Street. Streetscape in this area should coordinate with that of the Intermodal Transit Plaza to provide an attractive pedestrian and bicycle corridor through the area.

### New Street

The new street proposed to extend northward from the intersection of Hillwood Avenue and South Washington Street to South Maple Avenue should be planned to accommodate pedestrian and bicycle connections. The street should serve these

connection purposes while also serving to relieve automobile traffic in the area that would otherwise be forced to turn onto South Washington Street from Hillwood Avenue in order to access South Maple Avenue (See Chapter 8, Transportation). Design should include reasonably wide sidewalks, up to 20 foot, and possibly an extension of the on-street bicycle routes proposed for the portion of Hillwood Avenue between South Washington Street and Annandale Road. Design elements at the intersection with South Washington Street should merge with that of the Intermodal Transit Plaza to provide a visual connection across the intersection that could also create a traffic-calming effect such as special paving or a raised intersection.

### Wallace Street

Wallace Street is a short and narrow street that connects South Washington Street and South Maple Avenue east of Tinner Hill Street, which helps to create a grid pattern in the area. The street has potential to serve as a pedestrian and bicycle connection and to provide on-street parking. The street currently has a lack of any pedestrian connections and is generally used as an extension of nearby surface parking lots. Streetscape elements along this street should reflect its orientation toward pedestrians. Historically, this street was the original location of the Tinner Hill Blues Festival, which should be considered when designing the streetscape.

# South Washington Street Corridor

## Planning Opportunity Area 2

### East Fairfax Street

East Fairfax Street within the POA runs between properties owned by The Falls Church. The Falls Church is located to the north of the street, while a small shopping center and parking lot, also owned by the Church, is located to the south of the street. Therefore, it is important that the streetscape of this area reflect the historic nature and importance of the church as well as support any redevelopment efforts that could occur in the block to the south of the street. Coordinated special streetscape treatment is recommended for this area that connects westward to West Fairfax Street.

### West Fairfax Street

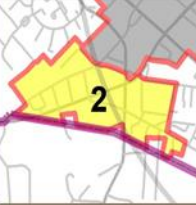
West Fairfax Street is an unimproved street between East Annandale Road and South Maple Avenue at the northern border of the POA. The width of the Right-Of-Way is approximately 30 feet. The possibility of improving this street for pedestrians and bicyclists should be considered. Improvements could be made that would allow for the location of retail frontage along this street. Design elements could be determined based on the reconstitution of the street, whether in the form of a dedicated pedestrian street, part of a bicycle route, or allowing limited vehicular access. Streetscape improvements and signage could also be used to bring more attention to the Rolling Road historic trail, which is indicated on an historic marker in this area.



*(Above) A conceptual illustration of a partially reopened West Fairfax Street that includes pedestrian oriented streetscape improvements, special paving, and a small plaza with existing buildings.*

*(Below) A conceptual illustration of a small plaza in the West Fairfax Street right-of-way.*





### Douglass Avenue

Douglass Avenue can be re-engineered at the intersection with Hillwood Avenue to allow more space for contiguous development and to eliminate an awkward intersection. Straightening the road near Hillwood Avenue would provide more direct pedestrian access to the area from nearby neighborhoods south of Hillwood Avenue and east of Douglass Avenue. Streetscape design should serve to provide safe and aesthetically pleasing connections to and from the existing adjacent residential neighborhoods. The design should also reflect the proximity of The Falls Church, which could include the use of historic features and the addition of wayfinding signage.

### Major Intersections

Priority to pedestrians should be given at major intersections. Improved streetscape elements at intersections could promote pedestrian comfort and safety. Design elements to be considered include wayfinding signage, the provision of clearly marked or specially paved crosswalks, and shorter crossing distances. Other design strategies that would increase pedestrian safety and access at intersections should be actively sought from developers and other interested parties.

### Wayfinding

Wayfinding signage and informational directories will be an important aspect of attracting pedestrians to the area and promoting various businesses and cultural features. Wayfinding features should be pedestrian scale, easily identifiable, and easily readable. A general template should be used for all signage for ease of visibility and interpretation. Wayfinding signs should be placed at high-traffic locations within the South Washington Street Corridor POA, such as the Intermodal Transit Plaza, as well as along the periphery of the area and along nearby walking and biking trails.

Suggestions for wayfinding sign designs in the South Washington Street Corridor POA and other areas are presented in the 2009 Virginia Tech report titled, “Redefining the Urban Landscape: Urban Design Strategies for the City of Falls Church, VA” available on the City website ([Link](#)).

The report outlines a “Needs Assessment” for use in determining the design and location of signage. It also suggests using materials that reflect the history of the City, such as pink granite, red brick, and black wrought-iron. In addition, the report supports the notion of incorporating wayfinding signage into the fabric of the community by coordinating designs with nearby public art, streetscapes, and architectural features.



# South Washington Street Corridor Planning Opportunity Area 2

## Public Space

Active public spaces should be promoted within the South Washington Street POA. In addition to specifically designated public space, retail establishments should be encouraged to use a portion of the sidewalk for active uses such as outdoor dining, product displays, and advertising that is compatible with the character of the area. This will help promote the pedestrian orientation of these businesses and provide an inviting and active street atmosphere.

Public space should be designed in such a way that enhances the history and culture of the area. Art and signage that reflect cultural events and icons and that educates visitors on the area's rich history are desired. Public spaces that can double as event spaces, including public plazas, special streets, and parks should be provided within the South Washington Street Corridor POA.

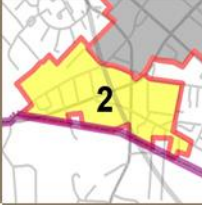
One example of public space that can be pursued by the City is the expansion of Big Chimneys Park and the construction of a new community center. The current Falls Church Community Center building next to City Hall lacks adequate facilities. In a long term view, a larger, expanded community center could be included along with a public park or



(Above) Examples of different types of wayfinding signs and relative sizes within a coordinated design framework from Morris County, New Jersey.

(Below) An example of active public space in Boulder, CO.





sports amenities in an area immediately east of the Tax Analyst building. The design of an expanded park or community center could incorporate historical elements and provide space for the partial return of the Tinner Hill Blues Festival to the area.

Efforts should also be made to enhance existing open space in and adjacent to the South Washington Street Corridor POA. This includes the existing portion of Big Chimney's Park, and Cavalier Run Trail. Wayfinding signage, trail enhancements, and lighting upgrades are some examples of enhancements that could be provided by the City.

### Community Event Space

An important element in celebrating the culture of the Tinner Hill neighborhood is to provide space for community events. Ultimate redevelopment efforts for the area should include public open space for community events such as a farmer's market, the Tinner Hill Blues Festival, and other events. In addition, community events such as markets or festivals can occur along the street. This would allow seasonal or regularly held events to occur while still allowing transportation functionality at other times. Implementing unique streetscape designs that include removable bollards along a portion of South Maple Avenue and Tinner Hill Street could allow these streets to be closed regularly for special events.

The current proposal for The Reserve at Tinner Hill includes an option for the provision of removable bollards at parking spaces along South Maple Avenue in order to allow closure of the area for street festivals or farmers markets. The expansion of this along the width of South Maple Avenue, down Tinner Hill Street, and possibly in other areas would allow complete closure of the streets so that larger events could take place. Proposals such as this could be considered near properties where the inclusion of public open space is not feasible or economical.



*A rendering from Lincoln Property Company of the proposed Reserve at Tinner Hill project showing community event space along South Maple Avenue.*



## South Washington Street Corridor Planning Opportunity Area 2

### Gateways

The South Washington Street Corridor POA is the major southern gateway into the City. Two major regional roads, South Washington Street and Annandale Road, provide access into the City through this area. These two major roads also lead into the neighboring City Center POA. The City should seek to coordinate an aesthetic flow of design features between the two POAs while maintaining the unique character of each. Developers and architects should reference the “City of Falls Church Design Guidelines, December 2001.”

#### South Washington Street Gateway

The current gateway sign into the City of Falls Church from Fairfax County along Route 29 is located a half-mile west of the intersection of South Maple Avenue and South Washington Street. A gateway feature for the City or the South Washington Street Corridor POA should be considered for this intersection. Improvements could be made at the Victory Comics property to provide a gateway park or plaza at the corner of South Maple Avenue and South Washington Street. The park or plaza design could utilize the stream, the Victory Comics building, and surrounding parkland to create a unique and inviting atmosphere to the area and the City.

Improvements could include façade upgrades to the Victory Comics building, a mural or other art on the wall of the building facing the intersection of South Maple Avenue and South Washington Street, a gateway plaza, a welcome sign, and/or a fountain. The gateway feature should be easily visible to those travelling into the area by car and be easily and safely accessible to pedestrians. Active uses should be promoted to draw pedestrians to the gateway area to present a vibrant and social atmosphere to those arriving in the area.

#### Annandale Road Gateway

The gateway into Falls Church and the South Washington Street Corridor POA from Fairfax County along East Annandale Road is framed by Galloway Methodist Church and an office building with a modern façade. The office building is located approximately eight feet from the road and the Galloway Church property has a retaining wall located approximately ten feet from the road. These elements give the gateway a distinct feel and frames two intersections in the distance, Hillwood Avenue and South Washington Street. Therefore, the corners of these intersections will be important gateway elements for those entering the City along East Annandale Road. This route also provides a visual corridor from the City boundary to the City Center POA.



# South Washington Street Corridor Planning Opportunity Area 2



<b>Gateways</b>
<b>S Washington St Corridor</b>
<b>Planning Opportunity Area 2</b>
<b>City of Falls Church</b>
<b>Legend</b>
Planning Opportunity Area City Boundary Building
<b>Gateways</b>
Annandale Rd S Washington St City Center

## Urban Design



## South Washington Street Corridor Planning Opportunity Area 2

### City Center Gateway

Design elements from South Washington Street Corridor POA should merge seamlessly with those from the City Center POA along South Washington Street, West Annandale Road, and South Maple Avenue. This includes streetscape and architectural design. It will be important to seamlessly merge these two POAs while also celebrating the uniqueness of each through design. The redesign of the Fairfax Drive right-of-way between West Annandale Road and South Maple Avenue may provide an opportunity for unique design features that help to create a pedestrian catalyst between the two POAs.

### Architecture

Suggested architectural guidelines for the POA are broken down into three categories depending on spatial placement within the area. The three areas are gateway, central, and traditional. The gateway areas are those properties or portions of properties that are visible at the area's entrances. The central area is that in which high density redevelopment is recommended. Traditional areas are those that border historic properties.

#### General

Generally, throughout the POA architectural design should be compatible with the guidelines

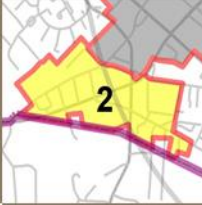
established in the Comprehensive Plan and "City of Falls Church Design Guidelines, December 2001." Special overlay districts have the potential to give developers more architectural design flexibility in designated areas or to influence the design of new buildings in the areas recommended for gateway or central architectural elements. Ultimate building designs should reflect a unique and high-quality total and individual visual appearance. The design of individual buildings should be the product of collaboration between City officials and developers. Final designs are subject to review and approval by the City.

#### Gateway

New structures built visible from gateways into the POA should contain features that make them unique. These buildings should provide some type of structural architectural feature to distinguish the entrance to the area. Open space, public plaza, or public art pieces may also be provided on the property to give them a distinguishing feature. The feature should be visible from the entrance to the POA and preferably reflect the cultural importance of the area. Gateway features should be located along major thoroughfares and at the corners of intersections.

#### Central

Central architectural elements should be used on structures that are generally located in the area



between South Washington Street, South Maple Avenue, and Wallace Street within the POA. Architecture of structures in this area may reflect denser, more contemporary designs. This could include large windows, the use of glass elements, and varied façade treatments. The purpose of this is to allow more modern Class A office development similar to that provided by the Tax Analysts building, but possibly greater in scale, and to merge with the nearby City Center POA. In addition, this area is buffered from low-density residential development by streets and properties, giving building design less direct impact on existing residential properties.

### Traditional

Traditional style architecture should be used to merge redevelopment projects with adjacent historic structures. Areas recommended for this style of architecture include properties adjacent to the Tinner Hill neighborhood and The Falls Church. Structures built in these areas should be compatible with the established architectural styles of nearby historic or iconic properties. Architectural elements of the existing structures include masonry façade, pitched roofs, and traditional window and entrance designs. While new structures may not necessarily need to include any or all of these design elements, they should not appear out of place or draw attention away from adjacent historic structures.

## Building Design

Building design in the South Washington Street Corridor POA should be unique and reflect the history of the area to the extent possible. Integration of historic materials in building façades as suggested in Chapter 3, Arts, Culture & Historic Preservation should be considered. In addition, other design features such as signage, building entrance placement, windows, murals, and public art can be used to focus pedestrian attention to certain areas and to reflect the cultural importance of the area. Compatibility with nearby existing historic properties and residential areas should also be a design consideration with redevelopment. Developers and architects should reference the “City of Falls Church Design Guidelines, December 2001.”

### General Considerations

Redevelopment should incorporate general design elements that serve to enhance the pedestrian experience and that provide a unique atmosphere for citizens and visitors. Building elements should be designed in such a way that encourages pedestrian involvement and street-level retail, restaurant, and cultural activity. Entrances to buildings should be oriented toward pedestrian access. In areas where there are blank walls or few entrances, building design should keep to a pedestrian scale. This can include specialized





## South Washington Street Corridor Planning Opportunity Area 2

façade treatments, awnings, or windows. Storefronts, residential, and commercial windows should provide an unobstructed view of the street. In addition, a more relaxed approach to signage guidelines should be considered in the POA. Unique signage, such as marquis and banners, can help to create a sense of place.

### **Murals and Art**

Portions of buildings that would otherwise provide a blank wall at the street level due to architectural and engineering constraints provide an opportunity for the display of public art. Such art could be in the form of a painting or mural along the wall, historical pictures or posters, creative wayfinding signage, advertising for cultural amenities, or other uses. The art would preferably identify with the cultural aspects of the area and present historical information about the area in a unique way.

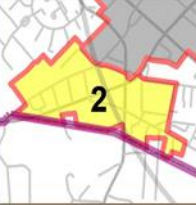
Art that reflects the history of the area, such as the Tinner Hill Monument, should be incorporated into public parks and plazas. In addition, artistic design features and murals may be incorporated into streetscape and building designs. Both active and passive artistic design elements should be considered. This would promote exploration by allowing pedestrians to discover unique areas of the POA while also immersing them in the area's unique history and culture.

### **Compatibility**

Care should be taken to assure building design is compatible with nearby residential or historic properties. Façade treatments, building setbacks, recessed upper floors, and open space buffers should be used to achieve compatibility. Minimum structural setback and buffer requirements are noted in Chapter 6, Zoning.

New higher-density buildings should be stepped back to a level that merges with nearby residential and historic properties when feasible and appropriate. Landscaped buffers should also be provided between residences and new higher density development where they abut to provide screening between the different intensities. Properties that could be affected by redevelopment include neighborhoods north of South Maple Avenue, the Tinner Hill neighborhood, The Falls Church, and neighborhoods south of Hillwood Avenue.

Redevelopment efforts should also reflect the City's desire to protect existing historic structures in and adjacent to the POA. Developers should consider the architecture and context of existing historic structures and properties when designing their projects. Reasonable effort should be made to match the scale and incorporate architectural features of existing historic structures into new adjacent development as well as provide transition buffers



between properties. Architects should seek to enhance, rather than challenge, the historic nature of the area through building design.

In addition, as redevelopment occurs, reasonable effort should be made to mitigate the effects of construction on existing residential and historic structures in and adjacent to the area.

## Interim Design Improvements

Interim design improvements to the South Washington Street Corridor POA can help to increase the desirability of the area for redevelopment as well as provide a more inviting atmosphere for residents and visitors before redevelopment occurs. Small to moderate scope improvements include: public art, wayfinding and placemaking signage, streetscape improvements, sidewalk and crosswalk expansion and paving, undergrounding utility lines, and intersection improvements. In addition, retail businesses along South Washington Street could be encouraged to incorporate outdoor activities, such as dining; improve building façades with the addition of awnings, and maintain their buildings and grounds. These improvements may be paid for using a TIF (See Chapter 7, Economic Development) or other methods that could later be recouped from developers during the redevelopment process.



*(Above) Interim design improvements as proposed for a shopping center along South Washington Street.  
(Image from Bob Young)*

*(Below) A before-and-after example of possible interim design improvements at 311 South Maple Avenue, adjacent to the Henderson House.*



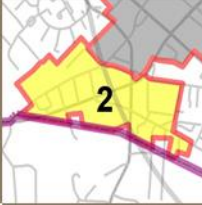
## South Washington Street Corridor Planning Opportunity Area 2

Interim design improvements should be made where possible as opportunities arise throughout the South Washington Street Corridor POA. Several commercial structures in the area have building setbacks and orientations that would allow for design improvements that increase pedestrian access and aesthetics. An example of this are the architectural and streetscape design improvements that are currently underway at the shopping center owned by Bob Young at the northwestern corner of South Washington Street and Annandale Road. In addition to the streetscape concept for South Washington Street presented on page 9-3, conceptual renderings have also been produced by the City for other areas within the South Washington Street Corridor POA that could benefit from design improvements in the interim. These show how the combination of streetscape improvements with light architectural improvements on adjacent buildings makes a big impact on the walkability and aesthetics of the area and provides a more inviting atmosphere for residents, visitors, and developers. These conceptual illustrations can be used as a starting point for the design of such improvements.



*A before-and-after example of possible interim design improvements at 156 Hillwood Avenue.*





### Concept Illustrations

The following pages contain conceptual maps and renderings of potential development in the South Washington Street Corridor POA. These are meant to be general representations of possible structural, public space, and streetscape configurations for the area. These concepts are not meant to provide architectural detail or a reflection of specifically desired visual appearance. Within the concept illustrations, the building and open-space placement are generally based on recommendations outlined in this plan and on existing or proposed conditions. The purpose of presenting these concepts is to provide a starting point for discussion of more specific redevelopment projects and visualization for some basic elements such as density, building setbacks, building heights, open space, and streetscape. Ultimately, redevelopment projects should reflect a unique and high-quality total and individual visual appearance with uses and space allocations based on market conditions at the time of project review and approval.

Conceptual illustrations are presented showing different composition in some areas based on suggestions in this Plan. The illustrations contain some buildings that are under construction or proposed for the South Washington Street Corridor POA. These buildings are The Reserve at Tinner Hill, the Tinner Hill Historic Site, and Easter Seals Child Care Facility. The proposed plans are not

finalized and will not necessarily be built in their currently envisioned form, or be built at all. For a map of the locations of these projects within the South Washington Street Corridor POA see Chapter 5, Proposed Land Use.

In addition, the concept illustrations show proposed open space areas and streetscape elements such as sidewalk cafes, fountains, unique paving elements, and street trees. These are meant to be representations of concepts described throughout this Plan and other referenced plans, and do not reflect specific design requirements. It is up to the City and developers to come to an agreement on more specific designs during the redevelopment process. The designs presented here are for basic visualization and discussion purposes only.

# South Washington Street Corridor

## Planning Opportunity Area 2



**Above:** The City Center Gateway (Left) at the intersection of South Washington Street and West Annandale Road with building architecture meant to blend the densities and styles of the two areas. A conceptual gateway park (Right) at the South Washington Street Gateway proposed as part of The Reserve at Tinner Hill provides outdoor activity space. Conceptual improvements near the Victory Comics building activate Tripp's Run as a unique feature.

**Below:** The Annandale Road Gateway showing some existing structures (Left) such as Galloway United Methodist Church, and unique architectural corner features (Right) on redeveloped properties at the intersection of West Annandale Road and Hillwood Avenue that could help to create a sense of place.



Renderings for conceptual purposes only, not actual designs.



# South Washington Street Corridor Planning Opportunity Area 2



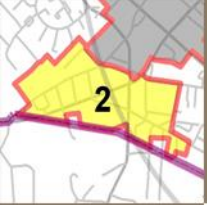
**Above:** Tinner Hill Street (Left) is the southernmost limit of the proposed Core Commercial Area, with office redevelopment occurring to the right in this illustration and The Reserve at Tinner Hill to the left. At the northernmost limit of the Core Commercial Area within the South Washington Street Corridor POA (Right) higher density commercial redevelopment can merge with that in the City Center POA.

**Below:** Peripheral moderate density mixed-use redevelopment south of Hillwood Avenue (Left) and South Washington Street (Right) can serve as a catalyst for higher density redevelopment in the Core Commercial Area. This could include small scale loft-style apartments that attract artists and young professionals (Right) or larger scale planned development (Left) with residential, office, and hotel components and centralized parking structures with rooftop amenities.

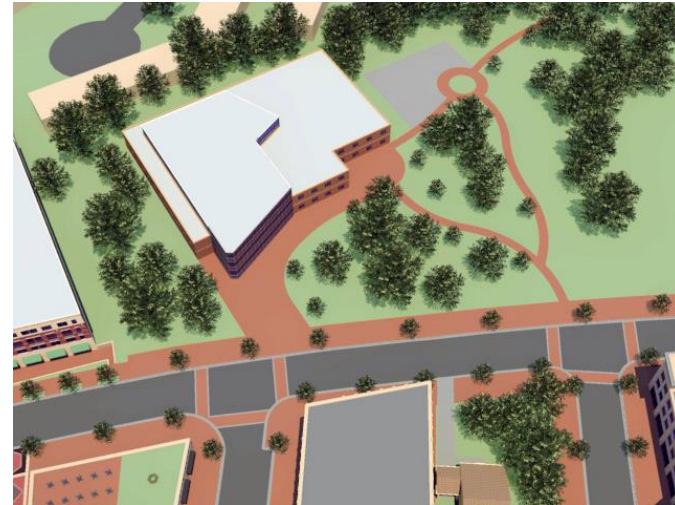


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## South Washington Street Corridor Planning Opportunity Area 2



**Above:** Virginia Village could be preserved as-is (Left) or converted over time to a public park with a community center and event space (Right).

**Below:** A plaza at the corner of South Maple Avenue and Tinner Hill Street (Left) is shown to illustrate an example of public space incorporated into higher density commercial redevelopment. Rooftop dining or other amenities are also shown as an example of unique features that could be built into the area with redevelopment. The Tinner Hill Historic Site (Right) is shown adjacent to loft-style apartments that overlook the area.



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# South Washington Street Corridor Planning Opportunity Area 2



## Urban Design



**Above:** An example of partial redevelopment (Left) of the Henderson House block that incorporates the small storefronts along South Washington Street. (Right) An example of higher density redevelopment along South Washington Street while incorporating open space adjacent to the Henderson House on the northern portion of the block.

**Below:** Both illustrations show a total redevelopment of the Henderson House block from the south (Left) and north (Right) with higher density commercial structures while preserving the Henderson House and providing building stepbacks, improved streetscape, sidewalks, and open space that would help to create a unique setting for the historic property.



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## South Washington Street Corridor Planning Opportunity Area 2



**Above:** Hillwood Avenue (Left) is shown with lower density commercial structures, including the proposed Easter Seals Child Care Facility. The buildings along Hillwood Avenue are shown built to the sidewalk with parking in the rear in order to provide a more pedestrian oriented atmosphere. (Right) The block south of The Falls Church is shown as a coordinated "Town Center" style redevelopment that includes several office buildings with architectural designs that complement The Falls Church and activate the adjacent streets to pedestrians. A centralized parking structure allows visitors to park-and-walk to nearby businesses.

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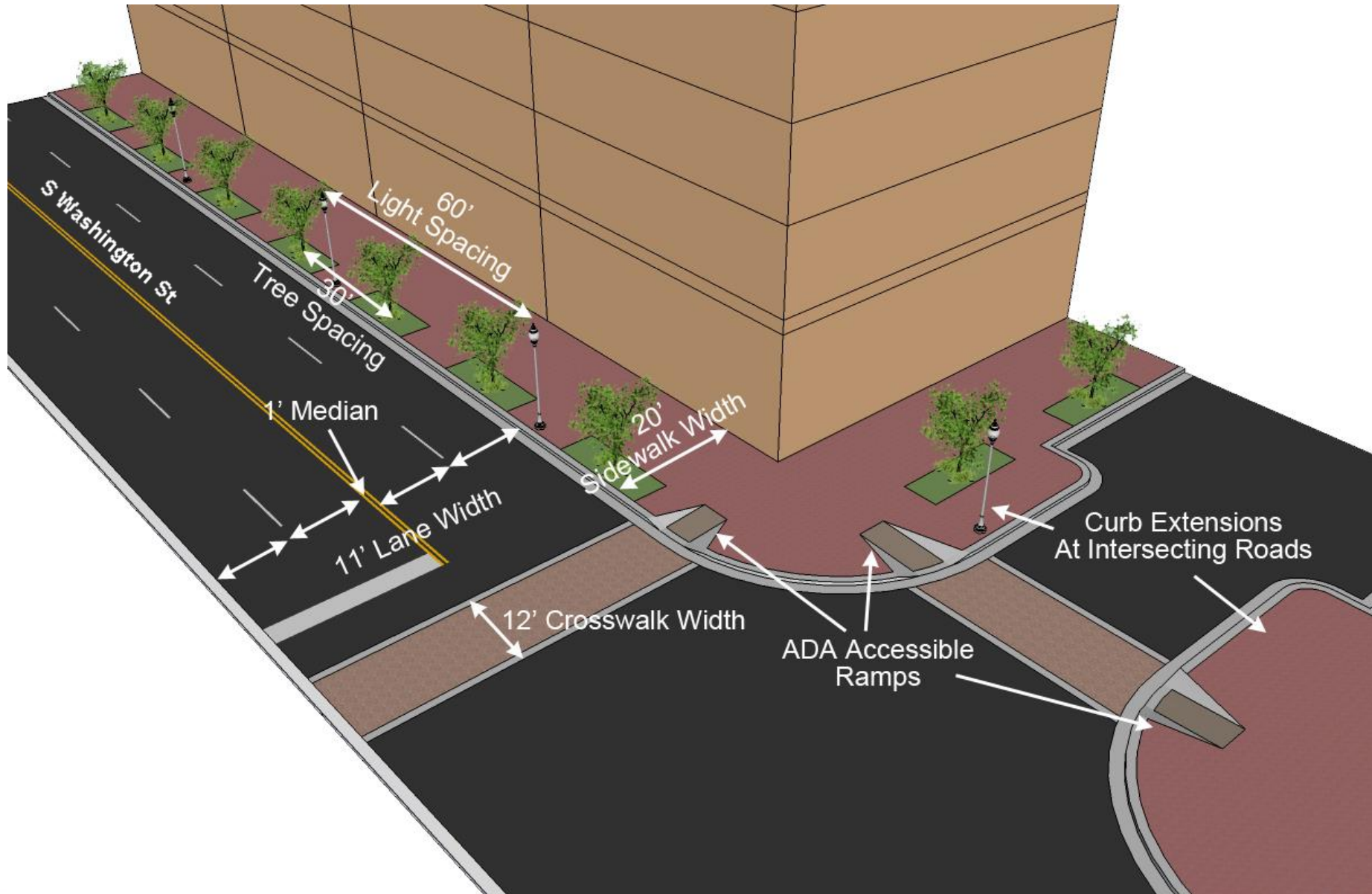
**Animations:** Animations of the conceptual scenario can be found on the Department of Development Services YouTube Channel:

<http://www.youtube.com/user/fallschurchvadds>

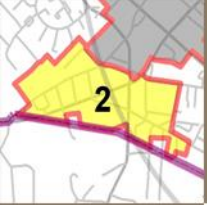




**Proposed Streetscape for the South Washington Street Corridor POA**



**Urban Design**



## South Washington Street Corridor *Planning Opportunity Area 2*

# Urban Design

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